



Berocca:

A review of the Berocca Traincard campaign

Dates



26th September
- 9th October 2016

Campaign details



6,000 Traincards across the full KBH network

Research details

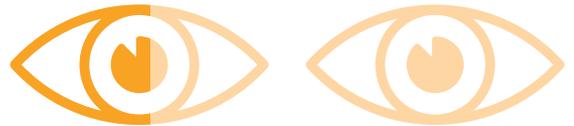


Conducted by Dipsticks, 600 online respondents, w/c 3rd October

In-touch train travellers have seen the campaign, and they've seen it a lot...



54% recalled seeing at least one of the two Traincards in situ on the train...



.....Of those, 27% had seen it quite a lot

Bases: all respondents (600)/ those who recall seeing the advertising (234)

Recalling the Traincards in situ had a positive influence on campaign perception

Those who recalled seeing the ad on the train are more likely to agree that it is...

Those who do not recall seeing the ad in situ

Those who do recall seeing the ad in situ



Base: those who do not recall seeing Berocca (blue - 277) / those who do recall seeing Berocca (orange - 323)

Content + context = the most effective campaign

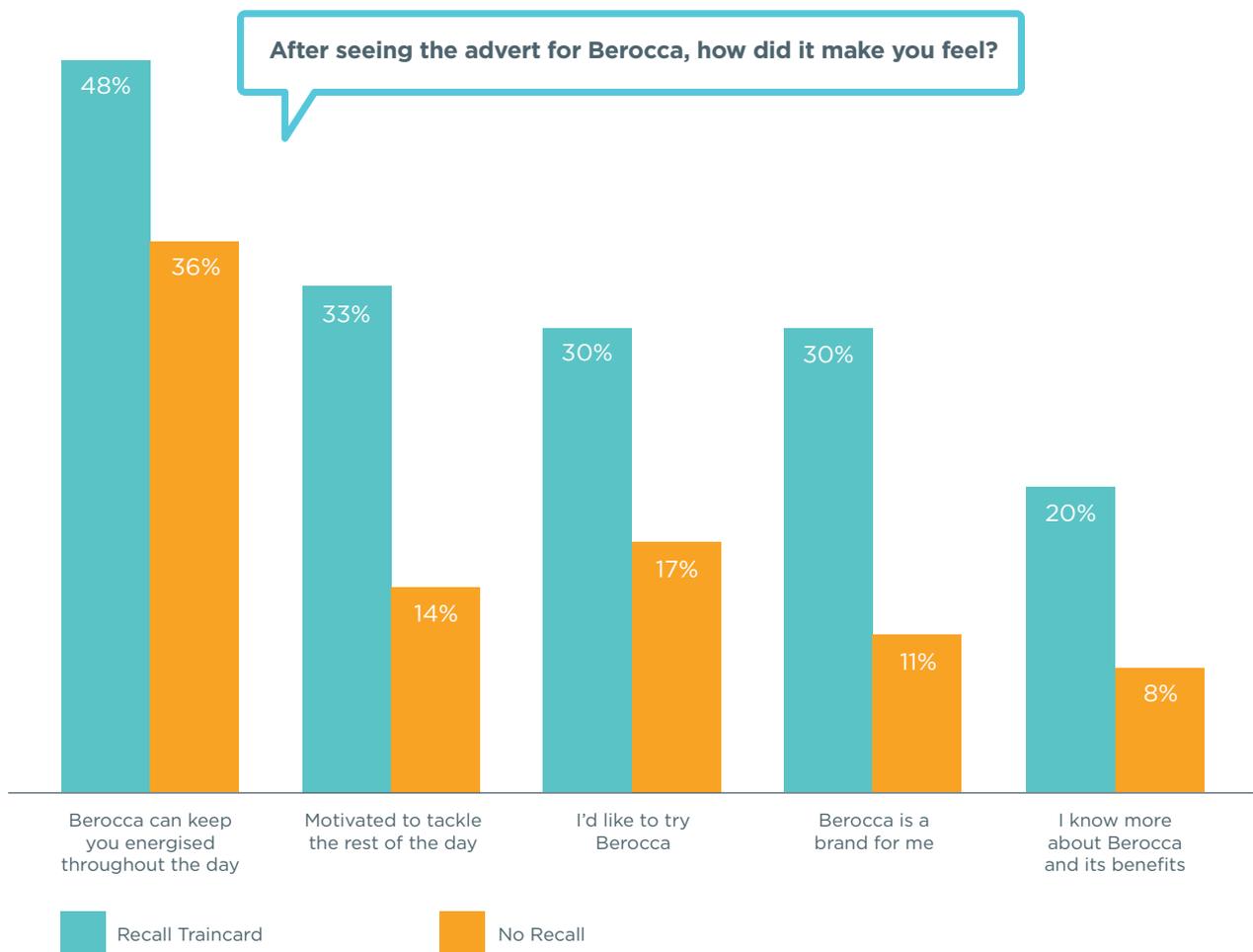
- Agreement: made me more likely to consider using Berocca



Base: those who do not recall seeing Berocca (blue - 277)
/ those who do recall seeing Berocca (orange - 323)

Seeing the Traincards had a positive influence on brand perception

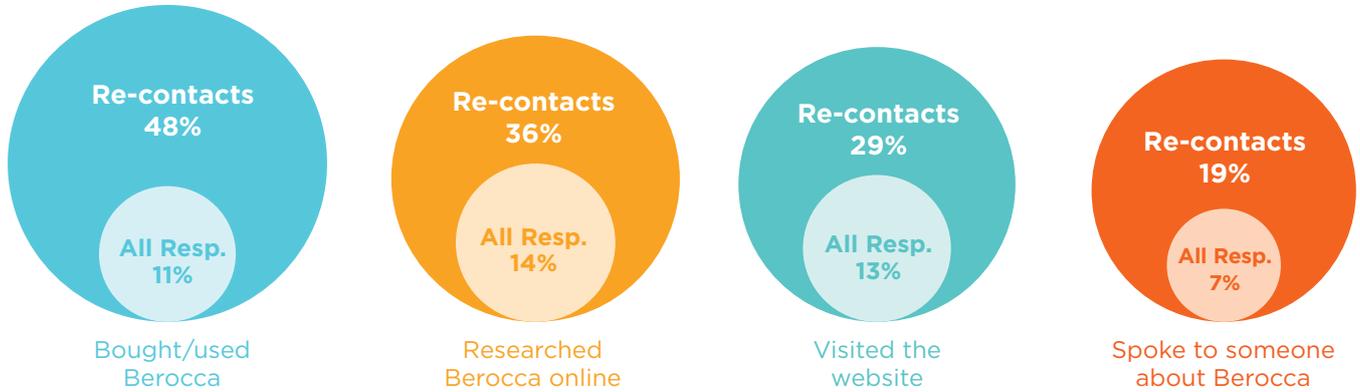
- Recalling them in situ positioned the brand correctly



Base: all respondents (600)

Recalling the Traincards in situ makes consumers more likely to respond – even after the campaign has finished

A fortnight after the original research, we re-contacted those respondents who had recalled Traincards in situ, and said they would consider the advertised brand, and asked them: **“What have you actually done as a result of the campaign?”**



Base: All Respondents (600)
Base: Re-contacts - Recall traincard AND agree 'more likely to consider' (196)

And in summary...

Visible and memorable: over half of respondents recalled the Berocca ad in situ on the train

Prompting consideration: nearly three-quarters of those who saw the Traincard campaign agreed it made them more likely to consider using Berocca

Activation: 86% of those who recalled the Traincard in situ and said it made them more likely to take action actually did so

Correct positioning: by far the most significant message take-out was that Berocca can 'give you energy'